

Summary Findings Memorandum

TO: Karen Eisen

DATE: October 28, 1993

Philip Morris

FROM: Bette Levine

cc:

SUBJECT: "Union Made" Focus Groups Response

Seven (7) focus groups recently conducted in Englewood, NJ and Chicago, IL among Marlboro and Competitive smokers included, exploring responses to a "Union Made" claim.

Participants were shown prototype packs of Marlboro with the Union Made claim on the side panel, and asked for their impressions.

The following summarizes responses:

- Those who are union members said they appreciated seeing support for union labor, but that they would not switch brands because of that claim.
- Marlboro smokers who are union members were pleased to know that their brand supports union labor, but said they would feel equally satisfied by a "Made In The U.S.A." claim.
- Most of the smokers who are not involved with unions noted that the claim had no impact at all.
- A few who identified themselves as "Management" admitted that one of two prejudicial stereotypes were provoked by the Union Made claim: either, that the cigarettes cost more because of union-paid labor, or that Marlboro was targeting to appeal to blue-collar workers.
- Management-type smokers volunteered that if Marlboro wanted to promote a "politically correct" claim, "Made In The U.S.A." would be more important and less controversial than "Union Made."

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